

Matthew Keizo Yuda

[LinkedIn](#) | [Writing Portfolio](#) | [Email](#)

SEO content writer and strategist with 5+ years of experience with B2B and B2C clients. Proven ability to increase organic web traffic and improve conversion rates through authoritative content and data-driven strategies without compromising brand storytelling. Expertise in copywriting, keyword research, generative engine optimization, and content planning across diverse sectors, including FMCG, e-commerce, and highly regulated industries.

Professional Experience

Senior SEO Content Writer | OLIVER Agency – Energy Studios PH – Philippines | July 2025 – Present

- Executed a comprehensive content audit of **Reckitt-Mead Johnson** brands (i.e., **Gaviscon, Strepsils, Durex, Lysol, Enfagrow, Enfamama, Lactum, Veet**), analyzing organic ranking and traffic performance to deliver consolidated strategic feedback for 2026 website transitions
- Spearheaded keyword research and overall content mapping for **Mead Johnson Nutrition PH** website transition, targeting keyword opportunities while performing historical optimization for existing web content
- Authored branded articles for Enfagrow and Lactum PH, integrating medical and scientific literature to ensure both ASC compliance and adherence to PH Milk Code regulatory standards
- Wrote all foundational web content (homepage, product pages, FAQs, blogs) for Lysol Philippines' 2026 website launch, ensuring brand alignment and ASC compliance
- Developed SEM ad copies for Reckitt, coordinating approvals for brand, medical, and regulatory teams

Content Writer & Manager | Inspekt AI – Thailand | Oct 2024 – Sep 2025

- Spearheaded Inspekt AI's website content update, resulting in a ~10% increase in qualified leads from organic landing pages by Q4 2024
- Executed Inspekt AI's end-to-end content strategy, managing the entire lifecycle from keyword research and content production to performance tracking across socials, web, and print
- Served as the primary content liaison, coordinating content workflows and approvals between creative teams and regional heads to streamline production and ensure high-level technical integrity

Digital Marketing Research Senior Associate | Google Operations Center – Philippines | Feb 2024 – Jan 2025

- Created and edited content for both Google Ads and Merchant Center Help Centers through a life-cycle of drafting, HTML coding, revising, and various stages of peer and quality editorial reviews
- Spearheaded the pilot testing and deployment of GOC's internal AI writing assistant, resulting in significant improvements in operational efficiency, content turnaround times, and quality scores

SEO Content Writer | NUOPTIMA – United Kingdom | Aug 2022 – Feb 2024

- Produced 80+ long-form blog articles for a cannabis-based therapy clinic in the UK
- Crafted SEO-optimized service, product, and landing pages for various healthcare clients

Marketing Officer | Lion Labs – Philippines | Dec 2022 – Feb 2024

- Boosted social media traffic by 20.6%, as a result of end-to-end social media management in six (6) months
- Produced over 100+ assets (i.e., posts, stories, reels) for Instagram and Facebook
- Spearheaded total Shopify SEO management, resulting in a 137% rise in sales from organic traffic sessions and 27% increase in search sessions in 2024

Junior Content Writer | Latched Creative – Canada | Aug 2021 – Aug 2022

- Published 60+ long-form blog posts for wellness, real estate, and engineering clients based in Canada
- Crafted products copy for various wellness products sold in the U.S., Canada, and U.K. markets

Software/Tools: Google Search Console, Google Analytics 4, Semrush, Ahrefs, WordPress, Surfer SEO, Chat GPT, Gemini, Claude, Perplexity, Pencil, Screaming Frog, Google Ads, Figma, Meta Business Suite, Shopify,

Skills: SEO content writing, keyword research, SEM, copywriting, technical writing, AI optimization (AIO), technical SEO, email marketing, social media marketing, basic graphic design, basic video editing, basic HTML, basic CSS

Certifications:

- **Semrush:** [Content Marketing Essentials for SEO and AI Search](#), [Technical SEO and AI Search Essentials](#)
- **Google:** [Google Analytics Certification](#), [Google Ads Search Certification](#)

Education: University of the Philippines Diliman – BS in Biology | 2019-2021